



May 12–18, 2013  
[womenshealth.gov/nwhw](http://womenshealth.gov/nwhw)

## National Women's Health Week Social Media Toolkit

Join the Office on Women's Health (OWH) in promoting and celebrating National Women's Health Week by sharing information in your social media communities from May 1 to May 18. In the following pages, we provide Facebook posts and tweets to make it as easy as possible for you to help us reach women across the country with important health messages. We include two types of messages: generic messages promoting National Women's Health Week, and messages specific to the five key messages we promote (visiting a health care professional, getting physical activity, eating healthy, managing mental health, and overall healthy behaviors). Use the timeline to the right to see which topics we encourage you to post and tweet about each day.

### Promote NWHW on Twitter

**Use** the #NWHW hashtag in any content that highlights National Women's Health Week.

**Use** the #CheckupDay hashtag in any content that highlights National Women's Checkup Day.

**Follow** @womenshealth and RT content for #NWHW that you find helpful.

**Tag us**—@womenshealth (or @SaludDLaMujer in Spanish).

**Tweet** the messages we've provided throughout May.

### Promote NWHW on Facebook

**Like** the [U.S. Department of Health and Human Services - Office on Women's Health](#) Facebook page.

**Like, share, or comment** on content we post to our page.

**Tag us**—@U.S. Department of Health and Human Services - Office on Women's Health.

**Post** the messages we've provided throughout May.

### Timeline for NWHW Social Media Messages



U.S. Department of Health and Human Services  
Office on Women's Health

Phone: 800-994-9662  
[womenshealth.gov](http://womenshealth.gov)

## Tweets

We encourage our partners to tweet some of the posts below or post your own. Don't forget to use the #NWHW hashtag so that everyone participating in National Women's Health Week can view your tweets.

### May 1–11: Lead-up Messages

- Celebrate Nat'l Women's Health Week May 12–18! @womenshealth encourages you to find an event in your area: [go.usa.gov/TV8G](https://go.usa.gov/TV8G) #NWHW
- Learn what steps @womenshealth recommends for better health during Nat'l Women's Health Week. #NWHW [go.usa.gov/TV9C](https://go.usa.gov/TV9C)
- This Nat'l Women's Health Week, pledge to visit your health care professional for a checkup! [go.usa.gov/TVEk](https://go.usa.gov/TVEk) #NWHW
- Nat'l Women's #CheckupDay is May 13. Find out which screenings you need: [go.usa.gov/TVw3](https://go.usa.gov/TVw3) #NWHW
- #NWHW is a great time to learn about the benefits of the #ACA, including the Health Insurance Marketplace. [go.usa.gov/4twP](https://go.usa.gov/4twP)
- Nat'l Women's Health Week is your time! Celebrate by focusing on your health! [go.usa.gov/TVXA](https://go.usa.gov/TVXA) #NWHW
- Nat'l Women's Health Week empowers women to make their health a priority. Learn more: [go.usa.gov/TVX3](https://go.usa.gov/TVX3) #NWHW
- Starting October 1, find health insurance that fits your budget with less hassle. Learn more: [go.usa.gov/4twP](https://go.usa.gov/4twP) #NWHW

### May 12–18: Daily Messages

Below, we have included tweets you can use during National Women's Health Week. Each day is focused on one of National Women's Health Week's key messages.

#### May 12: Kickoff/Mother's Day Messages

- Happy Mother's Day and Nat'l Women's Health Week! Learn how to take simple steps for better health: [go.usa.gov/TV5B](https://go.usa.gov/TV5B) #NWHW

- It's your time! This week is Nat'l Women's Health Week and @womenshealth encourages all women to focus on their health! #NWHW
- It's Mother's Day & the start of #NWHW! Encourage the women in your life to make their health a priority this week! [go.usa.gov/TVNV](https://go.usa.gov/TVNV)

#### May 13: National Women's Checkup Day Messages

- It's Nat'l Women's Checkup Day! Protect your health by scheduling a preventive screening. [go.usa.gov/TVN5](https://go.usa.gov/TVN5) #NWHW #CheckupDay
- Do you know which screenings you need at what age? Find out with this interactive screening chart: [go.usa.gov/TVwT](https://go.usa.gov/TVwT) #NWHW #CheckupDay
- Thanks to the #ACA women can receive preventive care without copays! Learn more: [go.usa.gov/4tw4](https://go.usa.gov/4tw4) #NWHW #CheckupDay

#### May 14: Physical Activity Messages

- For Nat'l Women's Health Week, make sure you get plenty of physical activity: [go.usa.gov/TVNh](https://go.usa.gov/TVNh) #NWHW
- Get active now! Join the WOMAN Challenge & start tracking your progress online for free. [go.usa.gov/TVRk](https://go.usa.gov/TVRk)
- Be active during #NWHW! Active tip: Take the stairs instead of the elevator. [go.usa.gov/TVRG](https://go.usa.gov/TVRG)

#### May 15: Nutrition Messages

- It's #NWHW! In an effort to take simple steps for better health, try making healthier food choices: [go.usa.gov/TVnW](https://go.usa.gov/TVnW)
- For Nat'l Women's Health Week, make healthy eating a priority. [go.usa.gov/TVnR](https://go.usa.gov/TVnR) #NWHW
- Did you know that eating healthy can help prevent heart disease & stroke? Make better food choices this #NWHW. [go.usa.gov/TVUw](https://go.usa.gov/TVUw)



## May 16: Mental Health Messages

- Pay attention to your mental health during #NWHW! Be sure to get enough sleep & manage stress. [go.usa.gov/TVw9](http://go.usa.gov/TVw9)
- In celebration of Nat'l Women's Health Week, take time for yourself this week. [go.usa.gov/TVEG](http://go.usa.gov/TVEG) #NWHW
- Did you know exercise can help your mental health? Learn more about protecting your mental health for #NWHW! [go.usa.gov/TVyT](http://go.usa.gov/TVyT)

## May 17: Healthy Behavior Messages

- Stay healthy this #NWHW. Avoid unhealthy behaviors like smoking. [go.usa.gov/TVy9](http://go.usa.gov/TVy9)
- Are you a safe driver? Be safe by wearing your seatbelt & not texting while driving. [www.nhtsa.gov/Driving+Safety](http://www.nhtsa.gov/Driving+Safety) #NWHW
- Celebrate National Women's Health Week by helping yourself or another woman in your life quit smoking: [go.usa.gov/TVym](http://go.usa.gov/TVym) #NWHW

## May 18: Wrap-up Messages

- As #NWHW ends, don't forget the steps for health: checkups, eat healthy, be active, focus on mental health, & avoid unhealthy behaviors.
- Today is the last day of #NWHW! It's not too late to learn how you can lead a longer, healthier, happier life: [go.usa.gov/TVVY](http://go.usa.gov/TVVY)
- Before May comes to a close, take the #CheckupDay Pledge and visit your doctor! [go.usa.gov/TVVB](http://go.usa.gov/TVVB) #NWHW



## Facebook Posts

We encourage our partners to post the following messages on Facebook in the weeks leading up to National Women's Health Week.

**Tagging Note:** When posting Facebook messages, if you want to tag our page as suggested in the messages, please type out **@Office on Women's Health – U.S. Department of Health and Human Services** to activate the “tagging” feature. Copying and pasting the page name will not activate it.

### May 1–11: Lead-up Messages

- National Women's Health Week is around the corner! Celebrate by finding an event in your community. [go.usa.gov/TVVw](http://go.usa.gov/TVVw).
- Small steps can make a big difference in your health! During National Women's Health Week, learn about the five steps the [U.S. Department of Health and Human Services - Office on Women's Health](http://www.healthcare.gov/law/information-for-you/women.html) recommends for a longer, healthier, happier life. Visit this website to learn more. [go.usa.gov/TVVe](http://go.usa.gov/TVVe)
- Celebrate National Women's Health Week by learning more about how the Health Insurance Marketplace works. Thanks to the Affordable Care Act, starting October 1, 2013, the Marketplace will allow you to find health insurance that's right for you. Learn more by visiting [www.healthcare.gov/marketplace/index.html](http://www.healthcare.gov/marketplace/index.html).
- What are you getting your mom, wife, or girlfriend for Mother's Day this year? In honor of National Women's Health Week, why not honor her by giving her gift cards for yoga classes or a massage so she can take time for herself? [go.usa.gov/Tpr4](http://go.usa.gov/Tpr4)

### May 12–18: Daily Messages

We have included Facebook messages you can use during National Women's Health Week. Each day is focused on one of National Women's Health Week's key messages.

### May 12: Kickoff/Mother's Day Messages

- Happy Mother's Day and Happy National Women's Health Week! Take charge of your health this week by making small changes that can help improve your physical and mental health. Learn more by visiting [go.usa.gov/TVpV](http://go.usa.gov/TVpV).
- Today kicks off National Women's Health Week! Each day, the [U.S. Department of Health and Human Services - Office on Women's Health](http://www.healthcare.gov/law/information-for-you/women.html) will share a different tip for improving your health, so stay tuned! Learn more by visiting [go.usa.gov/TVpH](http://go.usa.gov/TVpH).

### May 13: National Women's Checkup Day Messages

- Take charge of your health during National Women's Health Week by learning which preventive services are covered by the Affordable Care Act. [www.healthcare.gov/law/information-for-you/women.html](http://www.healthcare.gov/law/information-for-you/women.html)
- Out of the 365 days in the year, take just one day to focus on your health. Take the National Women's Checkup Day Pledge and schedule a preventive screening today. It could add years to your life. Learn more at [go.usa.gov/TVph](http://go.usa.gov/TVph).

### May 14: Physical Activity Messages

- For National Women's Health Week, get moving! Learn more from the [U.S. Department of Health and Human Services - Office on Women's Health](http://www.healthcare.gov/law/information-for-you/women.html) about steps you can take to get active. [go.usa.gov/TpC5](http://go.usa.gov/TpC5).
- Get active during National Women's Health Week! There are lots of fun ways to be active, such as walking, gardening, kayaking, water aerobics, yoga, and more! [go.usa.gov/TprG](http://go.usa.gov/TprG).



U.S. Department of Health and Human Services  
Office on Women's Health

Phone: 800-994-9662  
[womenshealth.gov](http://womenshealth.gov)



## May 15: Nutrition Messages

- The WOMAN Challenge, a free online nutrition and fitness tracker, can help you meet your nutrition goals. Sign up for National Women's Health Week! [go.usa.gov/TVdP](http://go.usa.gov/TVdP)
- For National Women's Health Week start using the FREE SuperTracker! Look up nutrition info for over 8,000 foods and track your progress. [www.supertracker.usda.gov](http://www.supertracker.usda.gov)

## May 16: Mental Health Messages

- For National Women's Health Week, be sure to pay attention to your mental health. That includes managing stress, getting enough sleep, and taking time for you. It's your time! Learn more about National Women's Health Week. [go.usa.gov/TVdz](http://go.usa.gov/TVdz)
- Did you know that nearly half of all Americans have symptoms of a mental illness at some point in life? If you have symptoms, you're not alone. For National Women's Health Week, learn about the help available to you. [go.usa.gov/TVvW](http://go.usa.gov/TVvW)

## May 17: Healthy Behavior Messages

- Today, National Women's Health Week is focused on encouraging women to avoid unhealthy behaviors like smoking. Visit the [U.S. Department of Health and Human Services - Office on Women's Health](https://www.hhs.gov/health/women) Facebook page and share the unhealthy behaviors you try to steer clear of. [go.usa.gov/TVvR](http://go.usa.gov/TVvR)
- How safe are you when you're in the car? During National Women's Health Week, learn how to avoid unhealthy behaviors, like not wearing a seatbelt and texting while driving, to keep yourself and others safe. [www.nhtsa.gov/Driving+Safety](http://www.nhtsa.gov/Driving+Safety).

## May 18: Wrap-up Messages

- As National Women's Health Week comes to a close, what will you do to keep the momentum going? It's not too late to take simple steps for a longer, healthier, happier life or to learn how the Affordable Care Act benefits you. Learn more about how you can improve your health. [go.usa.gov/TVvd](http://go.usa.gov/TVvd)
- Today is the last day of National Women's Health Week! If you missed one of the five simple steps to improve your health, visit the [U.S. Department of Health and Human Services - Office on Women's Health](https://www.hhs.gov/health/women) website to learn about all five. [go.usa.gov/TVvF](http://go.usa.gov/TVvF)

